

GLOBAL EVENTS GROUP
Marketing • Management • Sponsorships

March 29, 1996

Steve Sampson
Group Manager Marlboro Promotions
Philip Morris
120 Park Avenue
New York, NY 10017

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I THINK MIKE MAKE A
GOOD POINT BUT FUNDING
CONTINUES TO BE AN ISSU

HOW SHOULD WE PROCEED.
CONSIDERING WE ARE IN THE
SECOND QUARTER, MAYBE
FUNDING HAS LOOSENEO UP.

Dear Steve,

I thought I'd follow up on our recent telephone conversation regarding the cancellation of the Marlboro Country concert planned for Saturday, June 22, as part of the Portland Rose Festival Association's Budweiser/G.I. Joe's 200 IndyCar weekend.

STEVE

CC DREW

JOSE

As we discussed, I'm hopeful we can revisit the decision to cancel the event for several reasons:

1. With the success of the 1995 Marlboro Big Night of Country Music concert, Philip Morris established some important relationships, i.e.:
 - a. the Portland Rose Festival Association, the largest civic celebration in the Northwest, attracting over 2,000,000 visitors each year.
 - b. the Portland Metropolitan Softball Association with over 12,000 members.
 - c. the Portland Metropolitan Soccer Association with nearly 9,000 members.
 - d. the City of Portland Department of Parks and Recreation.

Each of these organizations received benefits from the staging of your event.

2. Because we were told on two occasions to plan on staging the event again in 1996, we had begun the planning process with each of these organizations. In fact, the City of Portland Department of Parks and Recreation has held off some construction projects at Delta Park (the concert site) until later in the summer to accommodate the concert. If we do cancel the concert, imagine the disappointment for these groups, including the loss of revenue to some.

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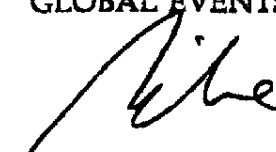
"In a world of promises, we produce... since 1975."

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3. As we discussed, we planned to utilize the Jumbotron screen(s) from the concert at the IndyCar race on Sunday as we did in 1995, for enhanced Marlboro presence at the race. (As you may recall, you mentioned you were thinking of maybe using two small screens in 1996 instead of one large one, which we felt would still work for the Sunday race.) I hope you agree, the screen(s) is(are) a valuable addition to the race and an excellent visibility opportunity for the brand.

Thank you for giving these thoughts your consideration. I hope you agree these are compelling reasons to rethink the concert in Portland for 1996. I'd be most happy to discuss this further with you and the brand team at any time. In fact, I'll come to New York if you wish. I truly believe this event is good for Philip Morris, Marlboro and the city of Portland.

Sincerely,
GLOBAL EVENTS GROUP



Michael A. Nealy

MAN:jpl

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